

## Job Description

<b>Job Title:</b>	Senior Exhibition & Visitor Experience Coordinator
<b>Strategic Team:</b>	Directorate of Place
<b>Service:</b>	Culture and Events
<b>Business Unit:</b>	Torre Abbey
<b>Responsible To: (<i>day to day issues</i>)</b>	Museum Manager
<b>Accountable To: (<i>line manager</i>)</b>	Museum Manager
<b>Salary Grade: (<i>Spinal column points only</i>)</b>	Scp 24 to 27
<b>JE Ref:</b>	JOT191

### 1. Key Purpose of Job

- 1.1. To deliver the day to day operations of visitor experience and high standards of presentation at Torre Abbey. Enable a broad range of visitors to have outstanding and inspirational experiences through the consistent quality of warm welcome.
- 1.2. Help to develop and improve Torre Abbey's interpretation and story in line with Torre Abbey's spirit of place.
- 1.3. Lead the development and delivery of an innovative exhibitions and community engagement programme at Torre Abbey in line with historic listing designations.
- 1.4. Manage/supervise the Visitor Welcome Assistants, Retail Coordinator, Weddings and Events Coordinator and assigned Volunteers roles to ensure that they have the appropriate training and work effectively alongside other colleagues at Torre Abbey.
- 1.5. Being an excellent team player helping to create a great place for your colleagues (staff and volunteers) to work in.
- 1.6. Help Torre Abbey to achieve its financial targets, maximising income and profitability, by striving to be efficient and ensure cost effectiveness in the service provided.
- 1.7. Review and monitor budgets for retail, weddings, events, exhibitions and other areas of immediate responsibility.
- 1.8. Have a hands on approach which will include duty management and support of weddings, events, exhibitions and other commercial activities.
- 1.9. To understand and help deliver the Torre Abbey's business plan. Promote good communication across the site and with external stakeholders to provide a joined up service provision.

### 2. Anticipated Outcomes of Post

- 2.1. Lead in the delivery of a first class welcome and enjoyable experience for all visitors of Torre Abbey.
- 2.2. Be part of the team to deliver exceptional visitor welcome, retail, weddings and events and other commercial activities in line with Torre Abbey's spirit of place.

- 2.3. The development of a programme of innovative and exciting exhibitions with appropriate resource plans to support Torre Abbey business plan in conjunction with the Museum Manager.
- 2.4. Deliver a commercially viable visitor experience service in line with budget. Provide budget monitoring information to the Museum Manager.
- 2.5. Maximisation of income generation so that profits can be reinvested into Torre Abbey to support conservation priorities and provide clients with information linking visitor experience, weddings and events of Torre Abbey.
- 2.6. Ensure grant funding opportunities are identified and successful secured to support the future development of Torre Abbey's offer alongside the Museum Manager.
- 2.7. Development of strong financial and audiences data collection and analysis, aligned to South West Museums Development Partnership and heritage and tourism sector benchmarking.
- 2.8. To create increased awareness of the Torre Abbey brand, its quality creativity and vision, and the range of events, partnership and venue hire opportunities.

### **3. List Key Duties and accountabilities of the post**

- 3.1. Deliver excellent customer service every time by modelling our Core Values and Spirit of Place.
- 3.2. Ensure that the teams enthusiastically provide visitors with information on our conservation work in order to deepen connections with Torre Abbey.
- 3.3. Maximise sales and income generation for the benefit of Torre Abbey to reach stretching targets as agreed with the Museum Manager.
- 3.4. Ensure the teams reach stretching targets in terms of membership growth, retail, weddings and events.
- 3.5. To help the Museum Manager to set, manage and monitor budgets for retail, weddings and events, exhibitions and other areas of immediate responsibility.
- 3.6. Ensure the team has a good knowledge of Torre Abbey and other local attractions to be able to provide accurate and positive information to all our visitors.
- 3.7. Manage, develop and grow the 1196 membership scheme to ensure members receive advertised benefits, that the offer remains relevant and attractive and that communication to members is maintained at an efficient level. Actively monitor the 1196 scheme to ensure annual retention.
- 3.8. Manage, develop and foster productive partnerships with external stakeholders.
- 3.9. To manage and creatively lead a programme of year-round exhibitions and displays including the production of major temporary exhibitions to include research, partnership development, planning and delivery, ensuring a unique and varied audience engagement opportunities.
- 3.10. To develop community focused programming in association with creative partners, cultural organisations and other user groups, as well as other community organisations around key themes in the community such as health and well-being.

- 3.11. To be responsible for project fundraising for exhibitions and programming to improve the quality of the offer at Torre Abbey and to enable the growth of Torre Abbey so that the staff team can be developed to meet the Torre Abbey business plan.
- 3.12. Liaise with the Learning & Community Engagement Coordinator in the development of seasonal programming to enhance and support the exhibitions programme and create opportunities for life-long learning in line with the learning and access and audience development plan.
- 3.13. Create a comprehensive project plan for each programmed exhibition/event.
- 3.14. Monitor targets around effectiveness of marketing strategies including social media. Be the main link between Torre Abbey and the marketing officer or consultant as appropriate.
- 3.15. To provide assistance to the Marketing Officer in the development and content of Torre Abbey's website, ensuring they have up to date information at all times, providing clear, accurate and inspiring information on Torre Abbey's full range of events, exhibitions, education/community programmes, relevant promotions and offers.
- 3.16. To build networks and foster links with partner organisations, including other museum, visitor attractions, tourism agencies and promotional (marketing) organisations. Create opportunities for Torre Abbey to work with other museums within Torbay and in wider Devon to maximise visitor interest and economies of scale.
- 3.17. To understand and adhere to Torre Abbey's documentation policy and accredited standards for exhibitions and other programmed activities. Liaising closely with the operations Officer to ensure correct documentation and administration of loans, including insurances, security, and collections care are in line with Museum Accreditation standards.
- 3.18. Assist in recruiting new staff and volunteers where required, fostering a culture of good teamwork.
- 3.19. Deputise for the Museum Manager when they are unavailable for short periods in all day to day including but not limited to attending meetings, dealing with customer complaints, staffing issues but referring back to the Museum Manager for more complex issues and queries.
- 3.20. To undertake evaluation of activities, events and learning programmes along with other Torre Abbey staff and use this evaluation to inform future programming.
- 3.21. Act as a key holder for Torre Abbey and able to undertake opening up and locking up procedures when required.
- 3.22. Responsible for safeguarding and promoting the welfare of children and vulnerable adults at all times in liaison with the Safeguarding lead.

#### **4. Supervision / Line Management Responsibilities of the post**

- 4.1. Provide oversight of the day-to-day duties and manage the Retail Coordinator, Weddings and Events Coordinator, Visitor Welcome Assistants and assigned Volunteers.

- 4.2. Oversee the day-to-day duties of external staff commissioned to deliver exhibitions, programmes and learning projects but management of these individuals lay with the Museum Manager.

## **5. Working Environment & Conditions of the post**

- 5.1. Working at Torre Abbey and within its grounds. This may involve some working in an outdoors environment and working within a historic house location.
- 5.2. There may be some off-site working, such as at networking & sector events, promotional exhibitions or similar.

## **6. Physical Demands of the post**

- 6.1. Normal physical demands.
- 6.2. There will be lifting involved in moving and displaying merchandise.
- 6.3. Some artefact lifting and exhibition setting up.
- 6.4. There will be lifting involved in set up and break down of events which will require significant manual handling.
- 6.5. There is a requirement to lift and transport valuable paintings and other collection objects.
- 6.6. Erection and use ladders for installation of pictures/artwork.
- 6.7. Ability to assist with evacuation of persons in a wheelchair during emergency procedures and act as Fire Marshall in event of a fire/emergency.

## **7. Specific Resources used by the post**

- 7.1. IT Equipment
- 7.2. Cash tills
- 7.3. Full set of Master Keys

## **8. Key Contacts and Relationships**

### **8.1. External**

- Curatorial, exhibition and specialist advisors, and sub-contractors
- Heritage and arts agencies and governing bodies
- Local arts and culture organisations
- The curators of Torquay Museum and Brixham Heritage Museum (local, regional, national curators and exhibitions specialists)
- Devon County Council Archive Service
- Commercial organisations
- Event hirers

- Contractors and Suppliers
- Tourism and marketing companies
- General public - visitors

## 8.2. **Internal**

- Culture and Events Service Manager
- All of Torre Abbey Team
- Staff of the Place Directorate
- Other Council Departments
- Council Health and Safety Officer
- Communications team

## **9. Other Duties**

9.1 To undertake additional duties as required, commensurate with the level of the job.

## Other Information

- a) All staff must commit to Equal Opportunities and Anti-Discriminatory Practice.
- b) The Council operates a Smoke-Free Policy and the post-holder is prohibited from smoking in any of the Council's buildings (including Council owned and Council leased buildings, but excluding designated areas in residential schemes), enclosed spaces within the curtilage of buildings, and Council vehicles. The Council does not permit smoking breaks within work time, however, in services where the flexi-scheme is in operation, employees may take reasonable break times outside of core hours, in accordance with flexi-time arrangements. Employees should follow the flexi-scheme procedure for agreeing time away from their duties in the normal manner with their immediate colleagues and line manager, with break start and finish times being recorded, as with any other break-time arrangement.
- c) The post-holder is expected to familiarise themselves with and adhere to all relevant Council Policies and Procedures.
- d) The post-holder must comply with the Council's Health and Safety requirements as outlined in the H&S policy appropriate to the role.
- e) This post is based at Torre Abbey but the post holder may be required to move their base to any other location within the Council at a future date.
- f) The post-holder must be committed to the Council's Core Values for employees – "Torbay Council employees are committed to being forward thinking, people orientated and adaptable - always with integrity". Evidence will be sought during the probation and appraisal processes.
- g) If you are required to use your own vehicle on Council business or drive a council vehicle you will be asked to provide information on any driving endorsements by accessing [www.gov.uk/view-driving-licence](http://www.gov.uk/view-driving-licence) and providing a code to your Line Manager in order to share your driving licence information with the Council.
- h) You will be asked to complete a Criminal Records Self Declaration Form. Criminal convictions will only be taken into account when they are relevant to the post. You will only be asked to disclose 'unspent' convictions.
- i) Torbay Council is committed to safeguarding and promoting the welfare of children and applicants must be willing to undergo the checks appropriate to the post applied for.
- j) The post holder is expected to work in a way that ensures vulnerable children and adults are safeguarded and report any safeguarding concerns in accordance with established policies and procedures.



### **Note for Candidate**

#### **All Candidates**

The supporting statement on your application form will be used to assess ability to meet the essential requirements of the role, so you should explain how you meet each of the numbered essential requirements within your supporting statement.

In a competitive situation, the desirable criteria may be taken into consideration, so you are encouraged to show how you also meet each of the desirable criteria.

#### **Candidates who consider that they have a disability**

Reasonable adjustments will be made to the job, job requirements or recruitment process for candidates with a disability.

If you consider yourself to have a disability you should indicate this on your application form, providing any information you would like us to take into account with regard to your disability in order to offer a fair selection interview.

Where ever possible and reasonable we will make adjustments and offer alternatives to help you through the application and selection process.

If you have indicated that you have a disability on your application form you will be guaranteed an interview if you clearly demonstrate in your supporting evidence how you broadly meet the essential requirements of the role.



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<b>Essential Skills and Effectiveness:</b>	<b>Desirable Skills and Effectiveness:</b>
<ol style="list-style-type: none"> <li>1. Well-developed skills in management and leadership, team-working, communication, and organisation.</li> <li>2. Ability to demonstrate effective motivation in achieving and exceeding targets. With the ability to motivate, lead and achieve results through others.</li> <li>3. Ability to demonstrate leadership through supportive performance feedback in a sensitive and professional manager.</li> <li>4. Ability to demonstrate effective decision making and act quickly/flexibly when confronted with emergencies. Along with the ability to work with varying pressures and deal with difficult situations and complaints.</li> <li>5. Ability to demonstrate effective skills in relation to developing creative commercial opportunities.</li> <li>6. Ability to demonstrate effective and proven skills in financial management and reporting methods.</li> <li>7. Ability to demonstrate an effective creative approach to planning and delivering a variety of customer focused programmes and exhibitions.</li> <li>8. Effective and proven bid writing skills.</li> <li>9. Able to demonstrate strong customer service ethos and teach/mentor this in other staff members.</li> </ol>	<ol style="list-style-type: none"> <li>1. Ability to manage with confidence events from booking or concept to delivery including production of Event Management Plans (EMPs) to the highest standards.</li> <li>2. Ability to balance priorities of heritage conservation and care with public access priorities for a significant heritage site.</li> <li>3. Ability to demonstrate practical skills in mounting exhibitions and displays.</li> <li>4. Ability to use public speaking skills in relation to guided tours and talks, including for educational groups of all ages.</li> <li>5. Ability to help develop volunteer opportunities.</li> </ol>

<p>10. Effective ability to work in a calm and friendly manner when providing customer service, alongside conflict management skills.</p> <p>11. Ability to demonstrate effective emotional intelligence to enable the development and fostering of good relationships.</p> <p>12. Effective written and verbal communication skills and numeracy skills.</p> <p>13. Ability to work flexible hours and unsociable hours.</p> <p>14. Effective IT skills, including - Word, Excel and financial management systems, ticket booking systems and till back office systems.</p>	
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<b>Essential Knowledge:</b>	<b>Desirable Knowledge:</b>
<p>15. Effective knowledge and understanding of what makes a good visitor experience in a heritage or tourism setting.</p> <p>16. Effective knowledge and understanding of how to programme heritage exhibitions, events and collections successfully.</p> <p>17. Effective knowledge and understanding of exhibition development, delivery and curation.</p> <p>18. Effective knowledge and understanding of historical houses and museums and how to develop linkages to other similar establishments.</p> <p>19. Knowledge and understanding of back office systems including back office tills processes.</p> <p>20. Effective knowledge and understanding of effective evaluation processes.</p> <p>21. Effective knowledge and understanding of audience development in a heritage and tourism setting.</p>	<p>6. Effective knowledge and understanding of retail operational practices.</p> <p>7. Ability to demonstrate an understanding of event and wedding management in a heritage setting.</p> <p>8. Effective knowledge and understanding of relevant VAT and other financial legislation and guidance.</p> <p>9. Ability to demonstrate an awareness of Health and Safety Requirements.</p> <p>10. Demonstrable knowledge of undertaking risk assessments.</p> <p>11. Knowledge of Torre Abbey.</p> <p>12. Understanding of English History and Art.</p>

<b>Essential Experience/Achievements:</b>	<b>Desirable Experience/Achievements:</b>
<p>22. Experience delivering results against stretching targets and working within a commercially focused setting.</p> <p>23. Experience working within the tourism or heritage setting with experience in a management role.</p> <p>24. Knowledge of successful commercial enterprise in a heritage or tourism setting.</p> <p>25. Experience in delivering excellent leadership qualities with coaching and training for both line management of staff and volunteers as well as the public experiences.</p> <p>26. Demonstrable experience of delivering a creative and innovative programme including exhibitions and events.</p> <p>27. Demonstrable experience of successfully securing grants and other.</p> <p>28. Experience of effective financial management and reporting.</p>	<p>13. Experience of marketing techniques for a similar setting.</p>
<b>Essential Qualifications/Professional Memberships:</b>	<b>Desirable Qualifications/Professional Memberships:</b>
<p>29. Educated to A Level standard, preferably in heritage related subjects.</p> <p>30. Associateship of Museums Association (AMA) or willingness to engage and then participate in the AMA professional development programme.</p>	<p>14. Educated to degree level in relevant subject matter or equivalent through ongoing professional development.</p> <p>15. Relevant professional training, such as NVQ in Customer Services or Cultural Heritage Management.</p> <p>16. Professional membership to other culture/heritage bodies.</p> <p>17. Current first aid certificate.</p> <p>18. Relevant Health and Safety and Risk Assessment qualifications.</p>

### **Essential – Other requirements of the job role**

- Demonstrates a commitment to safeguard and promote the welfare of children and young people.
- Ability to carry out the physical requirements of the role (i.e. manual handling).
- Ability to travel efficiently around the Bay/South West/UK in order to carry out duties.
- Ability to accommodate unsociable hours.
- Ability to accommodate shift patterns.
- Ability to accommodate on-call working.
- Ability to accommodate occasional home-working.